

**Abstract**

Dispensers and refills for volatile liquids, such as fragrances, are disclosed. Dispensers and refills in combination with dispensers according to the present invention may comprise a volatile liquid and a housing. In certain embodiments, the volatile liquid of the present invention has a predetermined evaporation rate, measured and calculated by the method described herein. In other embodiments, the volatile liquid exhibits a predefined relative evaporation rate. In addition to the housing, the present invention includes optional components, such as a motorized fan and/or a wick, to facilitate release of the volatile liquid into the atmosphere.

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